

**FREE  
COPY!**

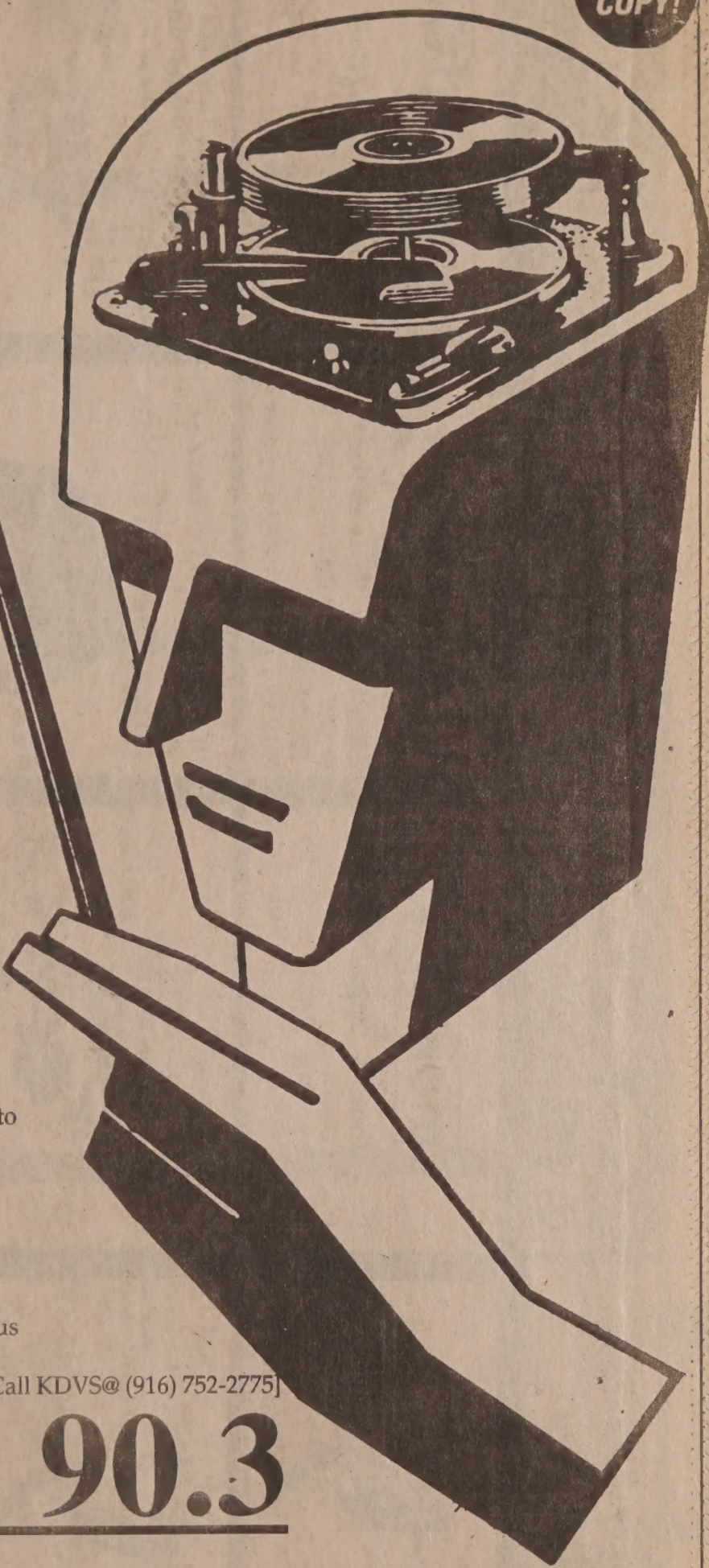
## **KDVS 90.3 FM 1994 SUMMER PROGRAM GUIDE**

KDVS began  
February 1 1963  
as KCD, 880 AM  
broadcasting from  
the Beckett-Hughes  
dorms. October 18, 1967  
the FCC granted the UC  
Regents a Class D non-  
commercial, educational  
FM broadcast license &  
KCD became KDVS @ 91.5 FM  
KDVS moved to 5000 watts  
on April 25, 1977. Celebrating  
26 years of service to Davis &  
greater Northern C.A. KDVS  
remains as the only alternative  
freeform community station West  
of the Mississippi. This year  
under the direction of our  
General Manager Martin Buzak, &  
a core staff including  
Program Directors  
Todd Urick & Kyle Powell,  
Engineers Darrick Servis &  
Travis Swanston, Music Directors  
Aaron Tassano & Kevin Rafter,  
Production Director Greg D'Elia,  
Publicity Director Justine Delfino,  
Sponsorship Co-ordinator Kirsten  
Sanford, Sports Director Scott Marsh  
and Volunteer Coordinator  
Lenna Martyak, we are making  
strides to make KDVS better than  
ever. 1994 brings another milestone to  
KDVS, we are now on the internet:  
World Webb, Mosaic etc.:  
check the UCD home page or URL:  
"http://www.ucdavis.edu/kdvs/  
current/pg.html." This program  
guide is dedicated to the greatest  
KDIEVATORS of all time: Marta Ulveaus  
& Mr. Gary SalyIN;

**We know who you are, be well! [ Call KDVS@ (916) 752-2775 ]**

# **KDVS 90.3**

**FREEFORM FM COMMUNITY RADIO: 1994 SUMMER PROGRAM GUIDE**







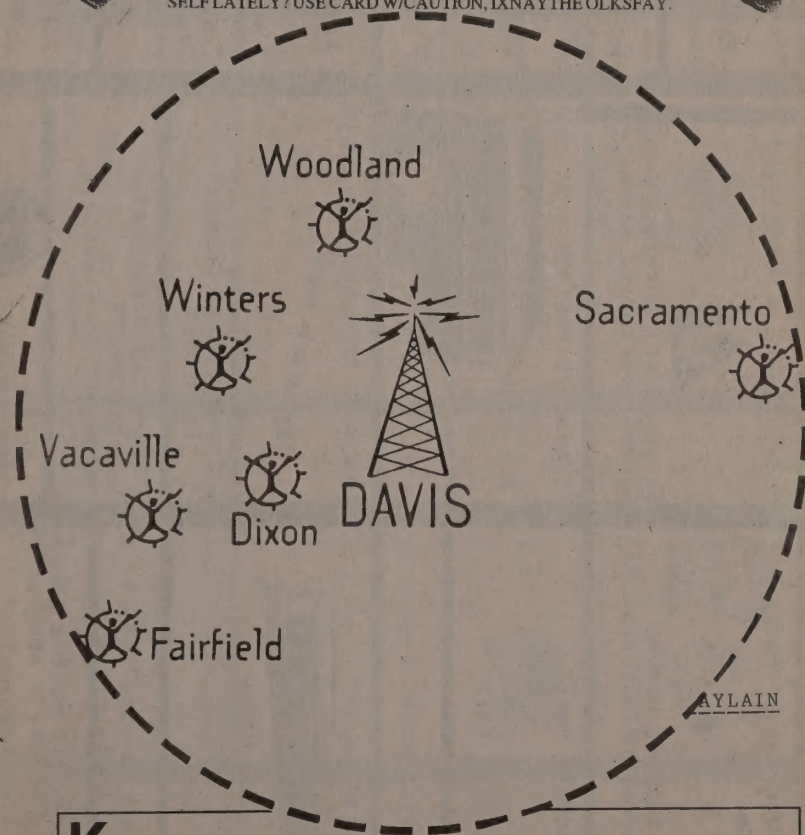




*Gary Saylin Says:*  
**You need the power of  
 K.D.V.S.**



THE ABOVE IS AN IDENTIFICATION CARD KEEP IT TO DISCOVER THE HIDDEN. BY THE WAY, HAVE YOU SEEN YOURSELF LATELY? USE CARD W/CAUTION, IXNAY THE OLKS FAY.



**K**DVS WITH 5,000 watts of broadcasting power, is the strongest station in the

Davis area and the only freeform alternative community radio west of the Mississippi. To the east, KDVS can reach throughout Sacramento, west as far as Vacaville, the South as far as Fairfield, and North as far as Woodland. Weather permitting listeners from Navato to Tahoe can receive the Davis student and community voice.

Sons of Shabazz, beware of the power of Kain Dain Vain Sayalin, & the Legion of good folks. Do not take the ain herbal, & dis-cover the hidden. Shpeak Ain?

## RADIO AS REVOLUTION!

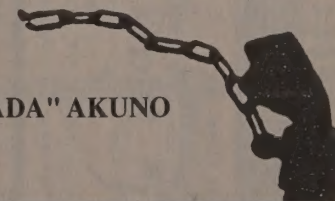
**What is alternative radio?** What is it alternative to? To say that alternative radio is just the antithesis of commercial radio is not enough, for that in essence is not alternative it is just anti-commercial and can be deemed second hand. In attempting to answer this question we must look at the history of so-called 'alternative' radio. Radio stations such as KDVS, are products of the last great social revolution that took place within the United States during the 1960's & 70's.

Although the revolution failed in achieving its greater aims, the movement did secure a number of gains in resources and opportunities, such as KDVS. But, since the 1980 election of Ronald Wilson Reagan all the gains of that revolution and the social revolutions of the 1930's and early 40's have been gradually eliminated. The middle class is shrinking, unions and the trade union movement is almost dead, the left has been shattered into a thousand pieces, and racial, ethnic and homophobic intolerance and violence is escalating to new all time highs. I ask, where is radio at in covering these changes?

Community stations such as KPFA, have provided coverage to all the issues facing this society, but they have often been forced to cover them thru a distorted prism. The upper and blue collar middle class supporters of KPFA have retreated on the issues of internationalism and racial and economic democracy, leaving communities of color and the lower class with a fading voice to address and mobilize for their issues. KDVS is basically in the same position. Although KDVS has no stated political platform, it is going about addressing issues as if it existed in a vacuum. As many of you know, this passing spring KDVS was seriously attacked by radical right wing elements of our student governing body, who almost eliminated KDVS's budget as they had done to the Third World Forum in 92-93, and as they just recently have executed against the Experimental College. Fortunately, KDVS only had its budget reduced by \$5,000, but, that was only the first round. Who knows what those elements are going to do next school year when they come back refreshed, regrouped, and rearmed for another round.

KDVS, the Third World Forum, and the Experimental College were a related group of institutions that grew out of the lefts and student movement initiatives to redesign education and this society. All of these institutions had experienced their 25th anniversary over the past 3 years, and now all except one have been eliminated. As the sole survivor KDVS has to realize what it is and understand why exactly it is being attacked. KDVS is a part of the left of center political movement, which includes the want to be 'drop out' culture and the individuals that subscribe to it. Recognizing this, radio should be used as a revolutionary tool to address and promote the issues of people of color, the lower class, gays and lesbians, and the diverse left. This brings us back to the issue of what is alternative. Alternative means creating, addressing and promoting viable options and movements that not only counter the right, but go beyond the decadence of traditional American culture in creating visions of a new society.

ARTICLE WRITTEN BY: KALI "DADA" AKUNO



### some important kdvs phone numbers



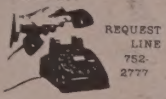





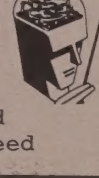
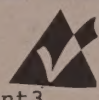



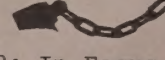

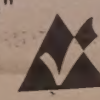
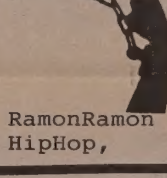




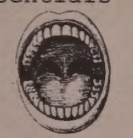



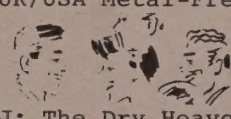


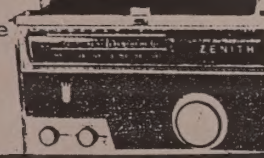
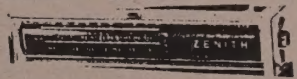
MAIN LOBBY: 752-0728  
 STUDIO B: 752-2777  
 STUDIO A: 752-2778  
 NEWS PRODUCTION: 752-2775  
 NEWS ROOM: 752-2776

PRODUCTION DESK: 752-9902  
 MUSIC DESK: 752-9903  
 ENGINEERING ROOM: 752-9905  
 TRANSMITTER ROOM: 752-9905  
 FAX # (C/O KDVS): 752-8548







 12-3	<b>mond@y</b> "D.J John & The Starship" D.J: John L. Muzak: Ska &...	<b>tuesd@y</b> "Rastaman Vibration" D.J: Iz alternating w/ Tshikoman Muzak: Reggae-African-	<b>wednesd@y</b> "Street Rythms/Ghetto Poetry" DJ: Ran-Dawg Rap-Jazz-Funk	<b>thursd@y</b> "Neeru Paharia" DJ: Neeru Paharia Neeru Paharia	<b>frid@y</b> "Triple Hr. of Lunacy" DJ:Angel of Death Metal, Thrash, Punk	<b>s@turd@y</b> "Hit UR Self W/a Pipe!" DJ:Pirate of the High Freqs Punk, Metal, Hardcore	DJ: Dan HOW MUCH HE LUUUUVVVVS YA Same Three Cords-altern.. w/ DJ Punk Roge "Neonite New Life" Punk/ Hardcore
 3-6	"John Felix" D.J: John Felix Muzak: John Felix 	"Bizarre Music Bazaar" D.J: Travis Muzak: Hardcore, Folk 	"That Christian Noise Show/Multitude of Tunes" DJ:Mattw/Jimmy/Rav Christian Thrash/Music 	"Love Songs2Rose Canyon" DJ:Richard"BigRed" Fried- Rock Not Rock man 	"JACOB'S LATTER alter.. w/ In Studio" DJ: ISREAL alternating DJ Fred Jazz&Talk alternating w music & Guests	"3hrs of Pedogagic Punk" DJ:STEPHANIE Muzak: TRUST ME  <b>90.3 FM</b>	"Front Porch Blues" 14 Lower Freeborn Hall University of California Davis, California 95616 4000-148 DJ: J&L Dimond/T.Williams BLUES : All forms
 6-9	"Robert Reed"  D.J: Robert Reed Muzak: Robert Reed	"No Preperation Allowed"  D.J: DJ 3point3 Rap, Jazz, more...	"Mr. Wagman's Neigh- hood"  DJ:BILL WAGMAN MORNINBecomesECLECTIC	"Velcro-ed2the X(theSmiths"  DJ:ESTHER Punk,"haahd-cowah", stuff	"Micheal Dinnen" <b>CALL 752-0728            FOR DETAILS</b> DJ:Micheal Dinnen	"CROSSING CU RRENTS"  DJ:Gil Medovoy Indian Mid Eastern	"Songs of Praise" Contemp. Gospel W/Bobbie Henderson&Aliane Johnson  8-9: In Focus wB.Benson Solving problems wScript.
 9-12	"Capt.Mandingo On The Move"  DJ: Capt. Mandingo Reggae, African, Soul	"Black Trax"  DJ: Jai w/ RamonRamon Acid Jazz, HipHop,	"A Picture of Blue"  DJ:THE CABBAGE BLUES	"The Love Magic Show" alternating w/ Max & Mike "We Hate Everyone" Muzak: Punk&Hardcore DJ:ENRICO SUAVE JAZZ, INTERNATIONAL, SKA	"Scot Chesworth" 	"Robyne Peter" 	"RADIO RAVIOLI"  G. Saylin Childrn's, Reggae, Var.
<b>kdvs 90.3 fm</b> 12-3	"Funkessentials"  DJ:Noah Disco Time Oldies	"3hr. Choad Satan Hr."  DJ: Zog (Zack Archer)H I Don't Get It (i am the hidden) AIN	"Dawn Patrol"  DJ: Madrox METAL & ROCK	"HORAS TROPICALES"  DJ: Marcia SALSA-MERENGUE_CUMBIA	"UK/USA Metal-Free Rock"  DJ: The Dry Heaver Alternative2Alternative	"Canto Nuevo y Tradicion"  Steve Scott/ Lucero Cabral Latino folkloric/ Afro Cuban	"Jazz Singer & Scratchy Recods" Bashful Ben Amer. Popular Song
<b>kdvs 90.3 fm</b> 3:00-5:30 5:30-6:00	"Fat Beats For Years" DJ: Kyle Powell HIP HOP*hip hop*HIP HOP	"Darrick"  DJ: Darrick Muzak: Darrick	"Reggae&Int'l/Dimension" DJ: DJ PooJAH Reggae, Ska Dub, Roots Dance Hall, AfriBeat	"M&L The Final Chapter" DJ: Mariah-n-Lo Music4the Mariah&Lo N' U	"Odds & Sods" DJ:Tommy Miles Attitude Folk	"Classical Music" DJ: Dave 	"La OnGa Xicana" El Bandido La Musica del Barrio
<b>kdvs 90.3 fm</b> 6-8 8-9	"Shopping4GOTHROCKers" DJ: G.R.A.C.E. Muzak: Grace Public Affairs "EXPANSE"w/ Your DaDa	"Indecision is Underrated" DJ: Aimee C. en Muzak: Grace "Sounds Like hick, wap, huh?" DJ: Martin Buzak	"Industrial Noise Control" DJ: KRISTA TORTURE-tech-THERAPY PACIFICA NEWS PACIFICA NEWS PACIFICA NEWS PACIFICA NEWS	"AGGIE TALK(SPORTS SHOW) Director: Scott Marsh AGGIE TALK*aggie talk* PACIFICA NEWS PACIFICA NEWS "Consider This..." David B. Hiet Talk show 9-10 "Top Ten" 10-12 L.I.S.A.	"M.R.R. Radio"  DJ: Todd Urick "Radio Theatre" (8- 9) o.g. radio plays "Anydor all of the above" alt. w"2day's abberation" 2morrrows Fashion" Kristen alt. J. Fekete	"Murmurs from the 4th world" <b>life as art</b> DJ: GERIATRIC International, Celtic Free-form "SummerXis Huckin'X" DJ: BITCHBUTT Strummin' on 6-strings JOE FRANK	"S.O.M.A." Angelo Antwone Williams Societal Observations Meanings Methods & Analysis "KICKS" Tim Matranga R&R,R&B,50's, 60's, etc
<b>kdvs 90.3 fm</b> 9-12	"The Mothership Connection" DJ: Kali "DaDa" Akuno alternating w/ Jim Thorne SONGS OF FREEDOM	"I'm An Indie Gangsta" DJ: AARON Muzak: Brit Amer. Indie	"Anti-Back Ground Jazz" DJ: Kevin from Bop to Massive	"Top Ten" L.I.S.A.	"Anydor all of the above" alt. w"2day's abberation" 2morrrows Fashion" Kristen alt. J. Fekete	"SummerXis Huckin'X" DJ: BITCHBUTT Strummin' on 6-strings JOE FRANK	"Ballssds, Blues & BOp" Richard Van Zandt Jazz-Old & New



# YOU NEED THE POWER OF COMMUNITY RADIO KDVS 90.3 FM

FREEFORM ALTERNATIVE RADIO FOR NORTHERN CALIFORNIA

CALL FOR SPONSORSHIP NOW @ 752-2775

## On-Air Sponsorship

Hours/wk	Premium	Prime	Non-prime
1	11	10	6
3	9.90	9	5.4
5	9.35	8.5	5.1
7	8.80	8	4.8

### Frequency Rates

The rates above are based on a 13-week, quarterly contract. Year-long contracts receive an additional 15% discount.

### Package discounts

The combination of an on-air radio sponsorship and a program guide ad will not only increase your exposure and maximize your response, but will also entitle you to an additional 10% contract discount.

Time	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Sun.
1 AM							
2 AM							
3 AM							
4 AM							
5 AM							
6 AM							
7 AM							
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11 PM							
Mid							

NON-PRIME

PRIME

PREMIUM



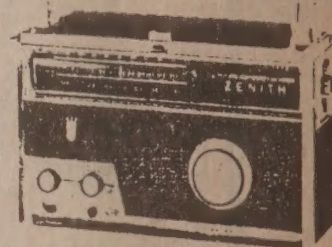
Ask your friends who've been there...

The KDVS Mobile DJ Unit makes the party!

available for your party or function in the Davis and Sacramento areas.

CALL 752-0728 FOR DETAILS

and stay tuned to 90.3 FM



## Advertising in the Program Guide

Ad size	Open	2x	3x	4x
Full Page	300	285	270	255
1/2	171	163	154	137
1/3	117	111	100	94
1/4	96	91	86	77
1/6	64	60	55	51

### Circulation

The KDVS Program Guide is a free newspaper distributed quarterly. 5000 copies of the guide are distributed to UC students, faculty, and businesses in the Davis and Sacramento area. Copies of the program guide will also be available to you for public distribution.

### Frequency Rates

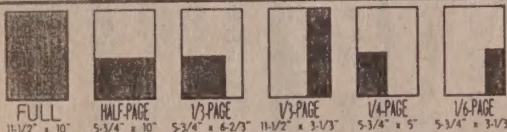
By running ads in consecutive issues, you will not only improve your response, you will also receive a lower rate.

### Placement

Back page placement is charged at a 35% premium and includes 2 colors at no additional cost.

### Color

Spot color is available for \$75. Color positions are limited so call for details.

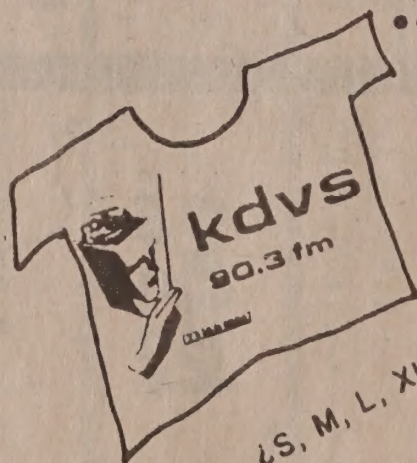


This is a coupon; please rip it out & off of this page. \$1 off W/ Ain herbal..

### Take Your Pick of T's:

- Mr. Turntable
- Bob Marley
- Burning Flag
- Alternative Radio
- Mystery T

Use this  
Coupon:  
Say Ain &



S, M, L, XL?

## .....KDVS T-Shirts!

Now you can show your friends how to be cool with your very own KDVS T-Shirt, complete with our very own Mr. Turntable head logo!

Just send a check\* for \$10

KDVS, 14 Lower Freeborn Hall  
Davis Ca., 95616.

Be sure to include your name address and phone number, and we'll rush your shirt straight to you. And Get this, if you send an extra fifty cents we'll even send you a bumper sticker!

\*Please make checks payable to KDVS/ASUCD -- THANK

This is a coupon so use it as one. Say Ain and get \$1 off any KDVS T Shirt/ Speak Aidlain? @